*This syllabus serves as a general outline for the course. Changes to the schedule may occur throughout the semester. If the syllabus is updated, the changes will be outlined in class and the syllabus will be reissued. If you have any questions regarding the syllabus, see me immediately.*

Advertising Media JOMC 272, Spring 2014

Wednesdays, 6:15-8:45PM

Instructor:

* Amanda Adams
* [aladams9@live.unc.edu](mailto:aladams9@live.unc.edu)
* Office Hours: By Appointment
* Phone: (865) 254-2145

**Course Description**

This course will provide you with a basic understanding of the role of strategic media planning and buying in advertising communications. You will gain a working knowledge of media planning, buying, messaging, integrated media campaigns, and audiences. By the end of this course, you will have a full understanding of the process of audience research. You will also be able to select, evaluate, and plan a full media campaign using traditional and nontraditional media. This knowledge will be useful for anyone interested in a career in marketing, advertising, or media management.

**Course Prerequisites**

You **must** have completed JOMC 137 (Principles of Advertising and Public Relations) before proceeding with this class. If you have not completed this prerequisite, see me immediately.

**Course Objectives**

In this course, you will:

* Learn how to utilize research tools to gain an understanding of your target audience;
* Learn how to work in a team environment, much like advertising agencies function;
* Learn the advantages and disadvantages of various types of media (including both traditional and nontraditional);
* Learn and understand all parts of a media plan;
* Learn how to understand and analyze data by explaining it to others;
* Learn how to manipulate elements of a media plan given certain restrictions (budget, impressions, geography, etc.);
* Create an integrated media plan from the planning stage through execution.

**Required Texts**

* Geskey, Ronald D. Media Planning and Buying in the 21st Century. Second Edition. ISBN 9781481938723 (available in the bookstore and through Amazon.com)
* Selected articles; provided on Sakai.
* *You will need to bring a calculator to every class. Cell phones cannot be used for calculators inside the classroom.*

**Sakai**

All class documents will be posted on <http://sakai.unc.edu>. Your Onyen and password will be used to log in. If you ever have problems retrieving documents from Sakai, please email me immediately and I will email them to you until you are able to log in.

**Attendance Policy**

Class attendance is **mandatory**. This class will be a combination of lectures, hands-on projects, and both formal and informal presentations. Missing multiple classes will ultimately hurt your grade and topic comprehension. Each class builds on the previous. *Due to the fact that this class meets one time a week, you are allowed* ***1 absence*** *during this term.* After 1 absence, a student’s final grade will drop one percentage point for each additional class missed.

***If you miss class,*** do not email me asking if you missed anything important. The topics and items covered from every class are important; please make sure you have the contact information of a classmate so that you can borrow notes.

**Cell Phones**

Cell phones must be off the table, out of pockets, and out of hands during the class period. **No student should be checking e-mail, sending text messages, etc. via a mobile device during class time.** I require your full attention during class time. I have a limited amount of time to teach a large amount of information and students’ attention is mandatory. If a student’s cell phone rings during class (or vibrates with a call) I will be answering the call.

**Laptops**

Laptops will be allowed in class until the privilege is abused. I encourage students to take notes on your laptop, look up quick things in class that we may be discussing and have questions on, but as soon as I see students not paying attention (Facebook, Twitter, email, news, etc.), laptops will be prohibited. Please respect class time.

**Readings, Assignments, and Tests**

You will be evaluated on the basis of two exams, two assignments, a presentation with a classmate, a semester-long group project (final media plan), pop-quizzes in class, and participation.

Deadlines are non-negotiable. **Assignments are due at the beginning of class.** They must be submitted in person; a classmate cannot hand them in for you. If you are sick and unable to attend class, I must receive your assignment via email **by the start of class**. A missed exam will result in a zero. In case of an emergency (such as a hospital stay), please let me know immediately, and we will try to make accommodations.

* Exam One 20% of final grade
* Exam Two (Final) 20% of final grade
* Final Media Plan 30% of final grade
* Assignments 10% of final grade
* Partner Presentation 5% of final grade
* Participation 10% of final grade
* Pop Quizzes 5% of final grade

**Exams:** There will be a midterm and a final exam (taken before finals). Both tests will be a combination of short-answer and multiple-choice questions. I will not be giving any study guides for the tests, though I am always available for questions students may have.

**Group Media Plan Project:** This will be a semester-long project. You will work in a group to create an entire media plan for a client. You will learn all the necessary skills throughout the term to complete this project. Additional information about this project will be given out separately.

**Assignments:** These media exercises will be practical applications of concepts and skills learned in class. They will both be scenarios where students will need to use skills learned in class to complete a media buy or plan. The individual exercise must be completed alone. If I find evidence of students discussing the assignment outside of class, all students involved will receive a 0.

**Partner Presentation:** There are a lot of new and upcoming media channels. You will be paired with a partner to give a 5-7minute overview of a specific media channel.

**Class time**: Given that our class meets during dinner, you may bring snacks to class if you’d like. Please ensure that eating your snack does not disrupt the class or students around you. *Class will be broken up into two segments with a :15 break in between (6:15pm-7:15 and 7:30-8:45).*

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| **A** | 93-100% | **C** | 73-76%  ***A note on grades****: Grades are earned, not given out. I want everyone to succeed and do well. Your grades will be a reflection of your knowledge and comprehension of topics. Working “really hard” does not mean you will receive a good grade. If you don’t understand a topic or need additional help in understanding how to apply it, please just ask!* |
| **A-** | 90-92% | **C-** | 70-72% |
| **B+** | 87-89% | **D+** | 67-69% |
| **B** | 83-86% | **D** | 60-66% |
| **B-** | 80-82% | **F** | <60% |
| **C+** | 77-79% |  |  |

**The Honor Code**  
The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, has governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information about the Honor Code and your obligations as a Carolina student, see <http://instrument.unc.edu/>. The Honor Code is always in effect inside and outside of the classroom.

**Day-by-Day Topics and Assignments**

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| Date | Class Topics | Reading/Assignments |
| 1/15 | **Topics:** Class Introduction, syllabus review, working in a team, in-class team exercises |  |
| 1/22 | The Buying Cycle, Media Business, Media Math, Audience Concepts | Chapters: 1, 2, 4, 5 |
| 1/29 | Media Costs, Media Impact, Media in Marketing | Chapters: 6, 7, 8 **Assignment 1 handed out** |
| 2/5 | How do Media Work?, The Strategic Media Plan | **Assignment 1 Due** Chapters: 9, 18 |
| 2/12 | Target Audience, Geography | Chapters: 10, 11 |
| 2/19 | Timing and Scheduling, Media Budgets  Exam Review | Chapters: 12, 13 |
| 2/26 | 6:15-7:15—Test  7:30-8:45—In-class project work time | No Reading |
| 3/5 | Integrated Marketing Communications | Chapters: 14 |
| 3/12 | No Class-Spring Break | No Reading |
| 3/19 | Traditional Media, Internet/Email Marketing, Social Media | Chapters: 15, 16, 17 **Assignment 2 handed out** |
| 3/26 | Media Negotiations, Broadcast Media Buying, Buying Print Media | Chapters: 19, 20, 21 **Assignment 2 Due** |
| 4/2 | Buying Internet Advertising, Guerilla Media Buying, Partner Presentations  Exam Review | Chapters: 22, 23 |
| 4/9 | 6:15-7:15—Test  7:30-8:45— Guest Speaker: Josh Gibbs, The Channel Company | No Reading |
| 4/16 | **In class work period for media plan** |  |
| 4/23 | Final Presentations—all groups | Peer Evaluations Due |